EXHIBIT 4

MAIN   BROWSE TERMS   DID YOU KNOW?   QUICK REFERENCE   ALL CATEGORIES   STUDY GUIDES   BLOG   ABOUT

Main » TERM » P »

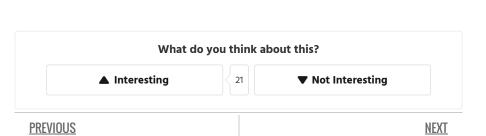# PPC - pay per click

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By Vangie Beal

Short for *pay per click*, PPC is an Internet marketing formula used to price online advertisements. In PPC programs the online advertisers will pay Internet Publishers the agreed upon PPC rate when an ad is clicked on, regardless if a sale is made or not.

With pay per click in search engine advertising, the advertiser would typically bid on a keyword so the PPC rate changes. On single website -- or network of content websites -- the site publisher would usually set a fixed pay per click rate. *Also called cost-per-click* (CPC).

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Related Terms

- click fraud
- CPC - cost-per-click
- pay-per-sale
- pay-per-lead
- Average Revenue Per User
- CPO
- ppi
- bps
- click-through rate
- click

What do you think about this?

▲ Interesting   21   ▼ Not Interesting

PREVIOUS   NEXT
PowerShell Direct   PPCP

Related Links

- E-Commerce Guide
- ClickZ Internet: Internet Marketing Solutions for Marketers
- Pay Per Click Universe
- Seven Pay Per Click Mistakes to Avoid

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